

Personalized fruition of cultural heritage in a city environment

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Abstract: Our current work aims at supporting and enriching the cultural heritage exploitation, by tools and creative functionalities in order to enhance user experience. In a recent project we realized an application for city exploring (on mobile device Android OS) joining a traditional interface with augmented reality features. One of the key points of our approach is the adaptation of the information offered according to context of usage, the user history and the users activity (wisdom of the crowd). We make usage of a real time analysis both via explicit means such as a visited point of interest, and via implicit means, that is a more general analyses of user behaviors (individually and in aggregate). A preliminary user trial has been made in the cities of Rome and Latina. The results suggest that users have a good attitude using the personalized functionalities proposed but that the immersive experience needs a more in deep evaluation.

Keywords: user modeling, user interface adaptation, cultural heritage, immersive user interface, ambient technology